

ABSTRAK

PENGARUH PENGELOLAAN UANG SAKU DAN MEDIA SOSIAL TERHADAP GAYA HIDUP MAHASISWA PENDIDIKAN EKONOMI UNIVERSITAS SANATA DHARMA DI TENGAH PANDEMI COVID-19

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Penelitian ini bertujuan untuk mengetahui pengaruh pengelolaan uang saku dan media sosial terhadap gaya hidup mahasiswa Pendidikan Ekonomi di tengah pandemi Covid-19. Penelitian ini merupakan penelitian eksplanatori. Subjek penelitian adalah mahasiswa Pendidikan Ekonomi Bidang Keahlian Khusus Pendidikan Ekonomi dan Pendidikan Akuntansi angkatan 2018 dan 2019. Pengambilan sampel dalam penelitian ini menggunakan *proportionate stratified random sampling*. Sampel yang digunakan sebanyak 120 mahasiswa. Pengumpulan data menggunakan angket. Teknik analisis data dalam penelitian menggunakan regresi berganda.

Hasil analisis data menunjukkan bahwa: (1) pengelolaan uang saku tidak berpengaruh terhadap gaya hidup mahasiswa di tengah pandemi Covid-19; (2) media sosial berpengaruh secara positif terhadap gaya hidup mahasiswa di tengah pandemi Covid-19; dan (3) pengelolaan uang saku dan media sosial secara bersama-sama berpengaruh secara positif terhadap gaya hidup mahasiswa di tengah pandemi Covid-19.

Kata kunci: pengelolaan uang saku, media sosial, gaya hidup mahasiswa di tengah pandemi covid-19

ABSTRACT

THE EFFECTS OF POCKET MONEY MANAGEMENT AND THE SOCIAL MEDIA ON THE ECONOMICS EDUCATION STUDENTS LIFESTYLE OF SANATA DHARMA UNIVERSITY IN THE MIDDLE OF THE COVID-19 PANDEMIC

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This study aims to determine the effects of pocket money management and social media on Economics Education student lifestyle of the Sanata Dharma University in the Covid-19 pandemic.

This research is an explanatory study. The research subjects were Economic Education students in the Field of Special Expertise in Economics Education and Accounting Education batch 2018 and 2019. The research sampling technique was proportionate stratified random sampling. The data were collected from 120 students as the data sample using a questionnaire. The data analysis technique was multiple regression.

The results of data analysis showed that: (1) the pocket money management did not affect student lifestyle during the Covid-19 pandemic; (2) the social media had a positive effect on student lifestyle during the Covid-19 pandemic; and (3) the management of pocket money and social media had positive effect on student lifestyle during the Covid-19 pandemic.

Keywords: *pocket money management, social media, student lifestyle in the covid-19 pandemic*